RESOLUTION NO. 2012-151

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LODI CONFIRMING THE 2012 ANNUAL REPORT FOR THE DOWNTOWN LODI BUSINESS IMPROVEMENT AREA NO. 1 AND LEVY OF ASSESSMENT

WHEREAS, Downtown Lodi Business Improvement Area No. I was established December 17, 1997, by Council adoption of Ordinance No. 1654; and

WHEREAS, the Annual Report, as required by Streets and Highways Code \$36533, has been submitted to the City Council by the Board of Directors of said ImprovementArea; and

WHEREAS, a public hearing was held as required by Streets and Highways Code \$36535 on September 19, 2012, in the City Council Chambers at Carnegie Forum, 305 West Pine Street, Lodi, California, at 7:00 pm., or as soon thereafter as possible, to consider protests to the assessment levy.

NOW, THEREFORE, the City Council of the City of Lodi does hereby resolve, determine, and find as follows:

- 1) The required public hearing was duly held, at which time the public was allowed to present written or oral protests to the levy of assessment for Downtown Lodi Business Improvement Area No. 1.
- 2) A majority protest as defined in the Streets and Highways Code \$36525 was not made.
- 3) The 2012 Annual Report as submitted on August 15, 2012, by the Board of Directors of the Improvement Area to the City Council is hereby confirmed as originally filed and attached hereto.
- 4) The confirmation of the report and adoption of this resolution constitutes the levy of the assessment as contained in the Annual Report for the calendar year 2013.

Date: September 19, 2012

I hereby certify that Resolution No. 2012-151 was passed and adopted by the Lodi City Council in a regular meeting held September 19, 2012, by the following vote:

AYES:

COUNCIL MEMBERS - Johnson, Katzakian, Nakanishi, and

Mayor Mounce

NOES:

COUNCIL MEMBERS - None

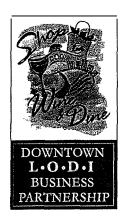
ABSENT:

COUNCIL MEMBERS - Hansen

ABSTAIN:

COUNCIL MEMBERS - None

RANDI JOH City Clerk



August 20,2012

Lodi City Council,

Thank you for your support at the August 15th council meeting and your approval of DLBP's 2012 Annual Report. Included in the report was our 2012 budget that was approved by our board in November 2011. In May, we restructured the Farmers Market beer garden and did not amend the budget to reflect the changes.

The beer garden at the farmers Market has rapidly grown over the past few years. The DLBP does not have the resources to maintain the level of service or associated costs required. Not only is it extremely challenging to find volunteers to set up, break-down and man the garden for 18 straight weeks, the DLBP does not have the equipment and inventory necessary to meet the high demand of the customers. The board agreed to have the professionals in this case Lodi Beer Co., carer the garden and assume all the responsibilities associated with its line DLBP received a \$10,000 sponsorship (instead of the previous \$5,000 one.)

In previous years, the income and expenses for the beer garden were run through the DLBP office that held the alcohol license and the liability. The process of how things flowed through the office frequently raised questions and concerns. Lodi Beer Co. now pulls their ABC license and assumes the liability. Having the garden catered and out of DLBP's finances, helps make things more transparent and saves a good amount of office and bookkeepingtime.

Please find attached the amended budget for 2012 that reflects the changes to the farmers Market beer garden structure made in May 2012. The additional \$5000 income was added to contract labor in administrative expenses to balance the budget. The budget will be officially approved by the board at our next meeting on September 10th, prior to the public hearing scheduled for the September 19th council meeting.

Should you have any questions, or would like more detailed information, please don't hesitate to call me at (209) 369-8052. Again, thank you for your continued support.

Sincerely.

Jaime Watts, Executive Director

Downtown Lodi Business Partnership

Jaime Wat

Downtown Lodi Business Partnership Proposed Budget January 1, 2012 through December 31, 2012 (Amended August 2012)

Income	40000 00
Assessment Fees	40000.00
City of Lodi	24225.00
Event Revenue	
Farmers Market	61000.00
Parade of Lights	11000.00
Street Banner Program	500.00
Miscellaneous Events & Sales	0.00
Total Income	136,725.00
1000110	
Expenses	
Administrative	47500.00
Director's Salary	47500.00
Staff Wages	0.00
Staff Phone	1800.00
Mileage & Meetings	1800.00
Payroll Taxes	6500.00
Contract Labor	15000.00
Event Commission	3000.00
Insurance	8000.00
Professional Fees	2000.00
Rent	4500.00
Storage	780.00
Office Supplies	3500.00
Office Equipment Lease	5000.00
Bank & Merchant Fees	2100.00
Postage	300.00
Utilities (phone, internet, alarm, etc.)	3500.00
Marketing Expenses	
Advertising, Marketing & Promotions	2900.00
Public Relations	600.00
Seminars & Conferences	1000.00
Website	1500.00
Membership Expenses	
Newsletters	300.00
Quarterly Mixers	200.00
Plaques & Trophies	300.00
Sunshine Committee	200.00
Sunsinine Committee	

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	16000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	800.00
Passport Proinotions	120.00
Miscellaneous Events & Sales	0.00
Total Expenses	136,725.00

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DOWNTOWLODI BUSINESSPARTNERSHIP 2012 ANNUAL REPORT

B.I.D. INFORMATION

California Streets and Highway Code Requirements Articles of Incorporation Benefit Fee Schedule Map of Zoned Business Improvement District Mission Statement

BUDGET & FINANCIALS

Funding & Expense Flow Chart 2012 Proposed Budget 2011 Balance Sheet 2011 Profit & Loss Statement 2012 2nd Quarter Balance Sheet 2012 2nd Quarter Profit & Loss Statement

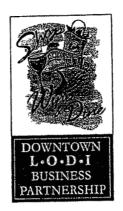
DOWNTOWN EVENTS

2012 & **2013** Calendar **a** Events Event Highlights

DOWNTOWN MARKETING & CAMPAIGNS

Marketing Activities and Plans DLBP **Marketing** Material

Prepared by Jaime Watts, Executive Director



August 1,2012

Mr. Rad Bartlam, City Mana

City of Lodi 221 W. Pine Street

Lodi, CA 95240

Re: DLBP Annual Report 2012

Dear Mr. Bartlam,

Section 11.0 of the City Ordinance Number 1654, establishing the Downtown Lodi Business Improvement Area, requires that we submit to you by September of each year our annual report and budget.

In addition, the State of California Species and Tichways code, which is the enabling legislation, also specifies that certain additions in principle to be provided. You will find all of the required information contained in our report

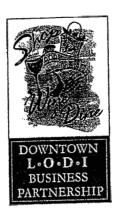
We have provided you an electronic file of the

Thank you for your continued suppor

Sincerely,

Jaime Watts, Executive Director

Downtown Lodi Business Partnership



2012 ANNUAL REPORT

3(b) of the California Streets and Highway Code: Items listed below refer to Section

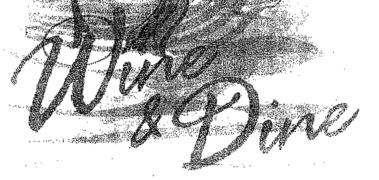
No changes in boundaries of benefit zones within the area are proposed.

No physical improvements are planned

Budget for the 2011 the pair year is enclosed

The budget details also purces of income and projected expense

A Benefit Fee Schedule and a Maprof the Business Improvement Area are enclosed.



2038309 ENDORSED FILED

In the office of the Secretary of State of the State & California

MAR 3 1 1998

ARTICLES OF INCORPORATION OF

DOWNTOWN LODI BUSINESS PARTNERSHIP

A California Nonprofit Mutual Benefit Corporation

One: The name of the corporation is Downtown Lod! Business Partnership (A California Nonprofit Mutual Benefit Corporation).

Two: This corporation is a nonprofit mutual benefit corporation organized under the Nonprofit Mutual Benefit Corporation Law. The purpose of this corporation is to engage in any lawful act or activity for which a corporation may be organized under such law.

Such purposes for which this corporation is formed are to promote and improve the downtown Lodi business area, to generally improve business conditions in the downtown area, and to generally enhance the downtown area of the City of Lodi. Notwithstanding any other provision of these articles, this corporation shall not engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Three: The name and address of the corporation's initial agent for service of process is Ronald M. Beckman, Esq., 111 N. Church Street, Lodi, California, 95240.

Four: The right to determine the consideration for which memberships will be issued shall be vested in the Regular Members, to be determined by a majority vote of the Regular Members in good standing.

Five: No part of the nex exmings of the corporation shall inure to the benefit of any member or private shareholder, as defined for purposes of Section 501 (c) (5) of the Inernal Revenue Code of 1954.

Dated: March 31, 1993

Ronald M Beckman, Incorporator





DOWNTOWN LODX BUSINESS PARTNERSHIP BENEFIT FEE SCHEDULE

BUSINESS TYPE	ZONEA	ZONE B
Retailers/Restaurants*	\$240 (1-3 Employees) \$360 (4-6 Employees)	\$120 \$180
	\$480 (7+ Employees)	\$240
Service Businesses	\$180	\$90
Professional Businesses	\$120	\$60
Financial Institutions	\$600	\$600

*Note: Retail and restaurant businesses are assessed based on the number & employees - either full-time, or the equivalent made up of multiple employees.

BUSINESS TYPE DEFINITIONS:

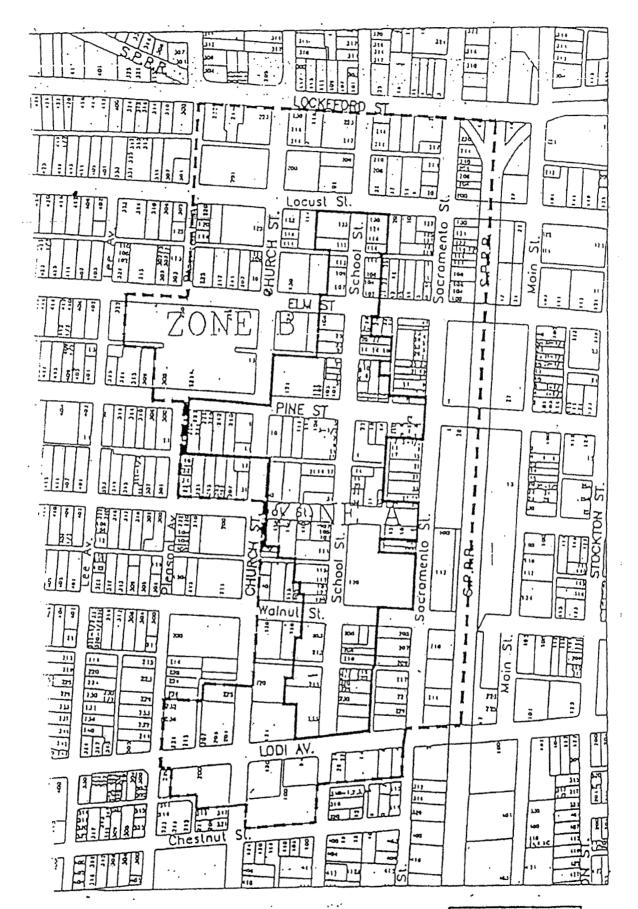
Retail and Restaurant – Businesses that buy and resell goods. Examples would be clothing stores, shoe stores, office supplies, as well **as** businesses that sell prepared food and drinks.

Service Businesses – Businesses that sell services. Examples are beauty and barber shops, repair shops, lodging, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Professional Businesses – Includes architects, engineers, attorneys, dentists, doctors, accountants, optometrists, realtors, insurance offices, mortgage brokers **and** most other businesses which require advanced or specialized licenses, **and/or** advanced academic **degrees**.

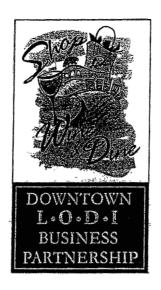
Financial Institutions – Includes banking and savings **and** loan institutions, **as** well as credit unions, etc.

Downtown Lodi Business Partnership 4 West Pine Street, Lodi, California 95240 209369.8052 phone 209,369.8053 fax mrw.downtownlodi.com



EXHIBITD

1.



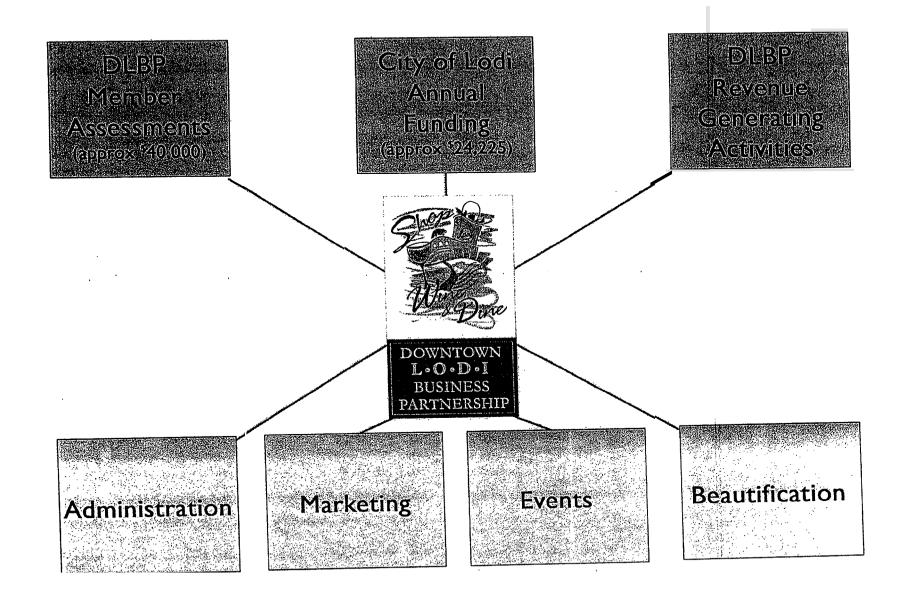
MISSION STATEMENT

The Downtown Lodi Business Partnership, comprised of business owners, professionals and merchants, is a non-profit association developed to encourage growth and prosperity in the Downtown Community of Lodi, and to maintain its economichealth on an on-going basis.

This will be accomplished by:

- Encouraging development of new businesses, while retaining and revitalizing existing businesses
- Promoting retail activity by creating and maintaining a quality . environment through coordinated advertising and downtown events
- Serving **as** an advocate for downtown businesses in dealing with local government, maintenance projects, the media and general public

4 West Pine Street, Lodi, Ca 95240 209.369.8052 phone 209.369.8053 fax www.downtownlodi.com



Downtown Lodi Business Partnership Proposed Budget January 1, 2012 through December 31, 2012

Assessment Fees City of Lodi Event Revenue Farmers Market Parade of Lights Street Banner Program Miscellaneous Events & Sales Total Income Expenses Administrative Director's Salary Staff Wages ON Staff Wages Advertising, Marketing & Promotions Possinars & Conferences Advertising Expenses Advertising Expenses Advertising Expenses Newsletters Advance Farmers Market 101000.00 17000.00 17000.00 17000.00 18000.0	Income	
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Plaques & Trophies 300.00		200.00
		300.00
		200.00

Revitalization Expenses	
Downtown Beautification & Flowers	1000.00
Kiosks (maps, printing, maintenance)	1500.00
Event Expenses	
Farmers Market	61000.00
Parade of Lights	4200.00
Street Banner Program	525.00
Winterfest	80000
Passport Promotions	120.00
Miscellaneous Events & Sales	0.00
Total Expenses	176,725.00

8:52 AM 05/14/12 Cash Basis

Downtown Lodi Business Partnership Balance Sheet

As of December 31,2011

	Dec 31, 11
ASSETS Current Assets Checking/Savings Farmers Savings Farmers & Merchants Bank Petty Cash Total Checking/Savings	77.14 139.86 124.69 341.69
Accounts Receivable Accounts Receivable	-140.00
Total Accounts Receivable	-140.00
Total Current Assets	201.69
Fixed Assets Office Equipment Furniture & Fixtures Accumulated Depreciation Total Fixed Assets	12,959.98 2,712.99 -9,985.63 5,687.34
TOTAL ASSETS LIABILITIES & EQUITY	5,889.03
Equity Retained Earnings Net Income	1,474.72 4,414.31
Total Equity	5,889.03
TOTAL LIABILITIES & EQUITY	5,889.03

Downtown Lodi Business Partnership Profit & Loss January through December 2011

	Jan - Dec 11
Ordinary Income/Expense	
Income Member Assessment Fees City of Lodi Funds	42,307.00 19,240.00
Event Revenue Advertising & Promotion Revenue Beverage Sales Parade Entry Fees Sponsorship Vendor Fee Other Income	1,325.77 49,673.47 8,168.00 19,400.09 34,837.41 4,641.00
Total Event Revenue	118,045.65
TNT Fireworks Return Check Charge Friends of Downtown Other Income	37.146.49 621.00 250.00 1,512.67
Total Income	219,122.81
Expense Administrative Expenses Bank Service Charges Merchant Fees Bank Service Charges • Other	1,631.68 417.44
Total Bank Service Charges	2,049.12
Contract Labor Dues and Subscriptions Equipment Lease Insurance-D & O and State Fund Insurance - Events Liability Interest	10,382.50 202.00 5,096.30 672.00 7,121.52 37.46
Licenses & Permits Office Maintenance& Repairs Office Supplies Payroll Expenses Director's Wages	50.00 969.37 3,749.82 42,635.58
Payroll Taxes Cell Phone Mileage & Meetings Director's Event Commission	10,978.35 1.725.00 1,725.00 7,637.43
Total Payroll Expenses	64,701.36
Postage Professional Fees Accounting/Payroll Fees	407.21 1.91 4.00
Total Professional Fees	1,914.00
Rent Office Storage Rent • Other	5,460.00 715.00 0.00
Total Rent	6,175.00
Security Sponsorship Sales Commission Telephone/Internet	655.00 2,570.00 2,938.23
Total Administrative Expenses	109,770.89
Prior Years Taxes Marketing Expenses Advertising & Promotions	0 . 00 297.97
Annual Banner Program Advertising & Promotions - Other	349.00
Total Advertising &Promotions	646.97

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8:53 AM 05/14/12 Cash Basis

Downtown Lodi Business Partnership Profit & Loss

January through December 2011

	Jan - Dec 11
Public Realtions	496.77 139.00
Seminars & Marketing Campaigns Website	1,507.24
Total Marketing Expenses	2,789.98
Membership Plaques & Trophies Postage and Delivery Quarterly Mixers	321.26 309.84 130.59
Total Membership	761.69
Revitalization Downtown Beautification Supplles Labor/Repairs	555.73 580.00
Total Downtown Beautification	1,135.73
Kiosk Update	563.06
Total Revitalization	1,698.79
Event Expenses Awards/Banners/Posters Beverage Expense Entertainment Equipment Rental Labor/Repairs License/Permits/Inspection Location Rent Lodi Public Saftey Surcharge Postage & Delivery Marketing / Promotions Sales Tax Signage Sanitation Supplies TNT Fireworks Total Event Expenses	79.71 45,643.99 6,750.00 415,32 7,918.74 3,684.55 1,450.00 1,218.75 10.95 674.00 2,919.00 3,070.89 5,106.01 2,276.46 18,468.78
·	214,708.50
Total Expense Net Ordinary Income	4,414.31
Net Income	4,414.31
NET HICOTHE	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,

Downtown Lodi Business Partnership Balance Sheet As of June 30,2012

Cash Basis

	Jun 30, 12
ASSETS Current Assets Checking/Savings	
Farmers Savings Farmers & Merchants Bank Petty Cash	47.14 16,824. 7 5 173.69
Total Checking/Savings	17,045.58
Accounts Receivable Accounts Receivable	-140.00
Total Accounts Receivable	-140.00
Total Current Assets	16,905.58
Fixed Assets Office Equipment Furniture & Firtures Accumulated Depreciation	12,959.98 2,712.99 -9,985.63
Total Fixed Assets	5,687.34
TOTAL ASSETS	22,592.92
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable Accounts Payable	-10.30
Total Accounts Payable	-10.30
Other Current Liabilities Payroll Liabilities Withhold from Employees	502.35
Total Payroll Liabilities	502.35
Total Other Current Liabilities	-502,35
Total Current Liabilities	492.05
Total Liabilities	492.05
Equity Retained Earnings Net Income	3,756.82 18,344.05
Total Equity	22.1 00.87
TOTAL LIABILITIES & EQUITY	22,592.92

Downtown Lodi Business Partnership

Profit & Loss January through June 2012

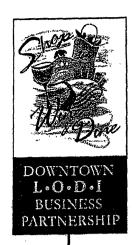
Cash Basis

	Jan - Jun 12
Ordinary Income/Expense	
Income Member Assessment Fees City of Lodi Funds	38,331.00 12,115.00
Event Revenue Sponsorship Vendor Fee Other Income	15,000.00 32,935.00 2,1 20.00
Total Event Revenue .	50,055.00
Total Income	100.501, 00
Expense Administrative Expenses Bank Service Charges Bank Fees Merchant Fees	62.00 767.28
Total Bank Service Charges	829.28
Contract Labor Dues and Subscriptions Equipment Lease Insurance-D& O and State Fund Insurance • Events Liability Office Maintenance & Repairs Office Supplies Payroll Expenses Director's Wages Payroll Taxes	7,135.00 215.00 3,482.19 1,382.00 4,490.00 480.48 2,540,97 23,786.52 2,630.55
Cell Phone Mileage & Meetings Director's Vacation Director's Event Commission	900.00 900.00 2,652.92 6,313.61
Total Payroll Expenses	37,183.60
Postage professional Fees Accounting/Payroll Fees	394.30 1,075.00
Total ProfessionalFees	1,075.00
Rent Office storage	3,780.00 455.00
Total Rent	4,235.00
Security Sponsorship Sales Commission Telephone/Internet	340.00 2,050.00 1,306.34
Total Administrative Expenses	67,139.1 6
Prior Years Taxes Marketing Expenses Advertising & Promotions Annual Banner Program Advertising & promotions - Other	3,937.80 129.14 50.00
Total Advertising & Promotions	179.14
Mileage & Meetings Public Realtions Seminars & Marketing Campaigns Website	15.60 455.28 75.84 286.50
Total Marketing Expenses	1,012.37
Revitalization Powntown Beautification Labor/Repairs	250.00

Downtown Lodi Business Partnership Profit & Loss January through June 2012

Cash Basis

	Jan - Jun 12
Downtown Beautification- Other	549.20
Total Downtown Beautification	799.20
Kiosk Update Total Revitalization	515.00 T,314.20
Event Expenses Entertainment Equipment Rental Labor/Repairs License/Permits/Inspection Refunds Signage Sanitation Supplies	1,200.00 655:00 2,437.24 710.56 150.00 2,150.00 1,361.91 88.71
Total Event Expenses	8,753.42
Total Expense	82,156.95
Net Ordinary Income	18,344.05
Net Income	18,344.05



2012 Calendar & Events

Valentine's Day Promotion

"Couples Passport to Downtown Lower's Lane" Saturday, February 11th

Downtown Farmers Market

Every Thursday beginning June7th through September 27th

7th Annual "Stuck In Lodi" Car Show

Saturday, August 4th

4" Annual Fall Flavor Fest

"The **Best** of Downtown's Night Life" Saturday, October **13**th

Downtown Trick-or-Treat & Festival

Saturday, October 27th

17th Annual Parade of Lights

Thursday, December 6th

Downtown Winterfest

Horse Drawn Carriage Rides & Holiday Festivities Saturdays, dates tha

2013 Calendar & Events

Valentine's Day Promotion

"Couples Passport to Downtown Lower's Lane" Saturday, February 9th

Downtown Farmers Market

Every Thursday beginning June6th through September 26th

8th Annual "Stuck in Lodi" Car Show Saturday, August 3rd

5th Annual Fall Flavor Fest

"The **Best** of Downtown's Night Life" Saturday, October **12**th

Downtown Trick-or-Treat & Festival

Saturday, October 26th

18th Annual Parade of Lights

Thursday, December 5th

Downtown Winterfest

Horse **Drawn Carriage Rides &** Holiday Festivities Saturdays, dates **tba**

Visit www.downtownlodi.com for detailed event descriptions and more information



Comments/Location Request:___

2012 Downtown Marketing Program

The Downtown Lodi Business Partnership has three programs that provide

design a page for you design a page that links under your category, if an example of an exist Menu for DLBP Banner Program Website Ad Web Ad Design Website Page Bundle Package Only \$345 A S Includes Full Color Banne Business Name: Contact Name:	that links to downtown's website. We will do s to www.downtownlodi.com. If you are a If you are a non-member, your page will be I ting website page visit the website, downtownders Members (Amount from above) \$50 for 6 months \$25 \$40 for all 3 Programs! Favings of \$60! er Attachment & Web Ad Design	mome to your establishment, take pole member, your page will be lighted to a listing under the "Friend on businesses, category "Specialty" Menu for Non-DLB Banner Program \$	chotos, gather information and inked to your business listing ds of Downtown" category. For Home". McKinley's Frame Shop. P Members (Amount from above) for 6 months all 3 Programs! ngs of \$60! tachment & Web Ad Design
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	site Page linked to a own website, but Want your business highli		
The Downtown Lodi 20,000 hits per month 430 pixels wide x 60 p will run for 6 months.	Wntownlodi.com we Business Partnership has advertising space an and is the official site for downtown event pixels high, or for an additional \$25 the DLE Visit the website and view the banner ads a	available on www.downtownlodi.c is and promotions. You can provid BP will design your advertisement at the bottom for examples. The e	om. The website averages over de your own .jpg artwork that is for you. Your web advertisement exposure is priceless!
Yes! Add my full	color logo on both sides of my banner for	an additional \$40	
New Sponsorship DLBP Member \$250 year	Non-Member DLBP A \$300 year \$200 y	Member Non-Member sear \$250 year	
phone number. For ar high quality pdf file to	ship includes an attachment banner with youn additional \$40 you can add your full color is jaime@downtownlodi.com.Your banner wintil March 2013.Advertise your business & s	logo. Please send a full color, ill be guaranteed a prime	
Annual B	anner Attachment	Program	EUSINESS PARTNERSHIP
PARTNERSHIP	or all three programs at a	discounted price!	PONTONT LOCAL
	that best meets your org		
L.O.D.I		ary combination	
	You can pick and choose	•	
L.O.D.I	marketing opportunities f You can pick and choose	•	

Return application & payment to DLBP, P.O. Box 1365, Lodi, CA 95241 or call (209) 369-8052 for more information